

INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER

RFTOP# 78

TITLE: NEI Web Site Management - NEI

PART I - REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073

Fax- (301) 435-6101

Proposal Address:

Billing Address: OFM, NIH, Bldg 31, Rm B1B39, Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: One year from the date of award, with options for two additional years.

C. PRICING METHOD: Time and Material. Firms should provide an estimated total cost for each year. It is understood that the estimated amount is for an average year and if circumstances or other requirements require additional effort, additional funds will be required. Firms should submit fixed hourly prices and an estimated number of hours for the types of positions that are likely to be needed for this work and a method for pricing other positions (consider a formula based on the employee's compensation rate). Firms should also propose a handling charge for pass through costs. Separate rates may be proposed for sub-contracts and consultants, if necessary. Price will be a factor in the determination of the firm that is selected for award.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail. Please enter in the subject line the following text, "RFTOP# 78 – Proposal from [insert your firm name]." A signed task order form (last page of the RFTOP) will be requested later or you may submit a scanned copy. Proposals will be no more than 20 pages in length.

E. RESPONSE DUE DATE: August 12, 2002 at 10:00 AM NIH local time.

F. TASK DESCRIPTION:

The National Eye Institute (NEI), part of the National Institutes of Health (NIH), is the Federal government's principal agency for conducting and supporting vision research. The NEI Website (<http://www.nei.nih.gov>) is a comprehensive and easy-to-navigate repository for the most current information about NEI activities, vision research, and eye-related resources.

The NEI Office of Communication, Health Education, and Public Liaison (OC) is responsible for the day-to-day content management of the site under the direction of the NEI Website Manager.

Task Requirements

NEI requires contractor support in the following aspects of the management and development of its website:

Content Development and Management

- Work with OC staff to implement ideas regarding additions to and augmentation of website content and tools.
- Organize and present the content in effective and aesthetically pleasing ways.

Website Management

- Provide website hosting services on a server at the contractor's facility.
- Oversee the placement and posting of documents having staff resources to provide daily content updates, if necessary
- Ensure that all content and graphics on the website are compliant with all Federal standards, including adherence to the accessibility requirements of Section 508 of the Workforce Investment Act Of 1998 and HHS Web Guidance.
- Serve as resource for the NEI Website Manager in answering technical inquiries about the website.
- Keep abreast of web technical developments to ensure that the best, most current technologies and practices are implemented, including web authoring tools, HTML standards, browser standards, and other web technology.
- Keep abreast of web technical developments through research, attendance at conferences, seminars, NIH web groups, and other avenues to ensure that the best, most current technologies and practices are implemented on the NEI Website, as appropriate.
- Develop and implement a plan for regular, ongoing usability testing to produce a website that is easy and satisfying to use.

Marketing and Promotion

- Develop and implement a plan to market and promote awareness and use of the NEI Website.
- Analyze server logs and other information to determine patterns of use and other trends on the NEI Website, make recommendations to NEI Website Manager for changes to the site in response to these patterns and trends, and implement those proposed changes that are approved.

Special Requirements

The contractor will have extensive experience in providing 365/24/7 web server hosting.

Reporting Requirements

The Contractor will provide a password-protected Extranet site that will include a status report of current web projects, an archive of completed projects, web usage reports, and any web design work awaiting approval by the NEI. In addition, the contractor will provide a hard-copy status report by the 5th of each month summarizing key activities that were completed or in progress during the preceding month.

Location of Work

NEI Website hosting and maintenance services are expected to be performed at the contractor's facilities.

G. EVALUATION FACTORS

The proposed evaluation procedures will be assessed by the NEI to determine the extent to which these procedures are likely to produce objective and meaningful feedback.

Technical Approach (40%)

Contractors must demonstrate full understanding of the goals, expectations, and technical aspects of website development and maintenance and web server hosting. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the written description.

Staffing and Management (30%)

Contractors must demonstrate experience of key personnel in supporting the planning and implementation of activities described in the task order. Contractors are to provide a staffing plan, including proposed labor hours and a management plan that describes the contractor's approach to managing work, including a backup plan in the event that key personnel are absent. As part of the staffing and management plan, the contractor shall summarize the relevant experience and skills of each of the individuals proposed for the task order.

Management Experience (20%)

Contractor must demonstrate experience related to the work outlined in this task order. No more than five relevant projects demonstrating the contractor's experience should be provided.

Cost (10%)

While price is not the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

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PART II - CONTRACTOR'S REPLY:

CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: FFP

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE

CONTRACTOR:

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

RECOMMENDED:

FAX #

Signature - Project Officer

Date

APPROVED:

FAX #

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED:

Signature –Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date